

11-20-2002

SHEET  
JLYU.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

11-20-02

Tab settings → → → ▼

To the Honorable Commissioner of F

102286804

attached original documents or copy thereof.

## 1. Name of conveying party(ies):

O.R.A. Corporation

11-20-02

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State California  
☐ Other

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: November 19, 2002

Execution Date: Effective as of February 28, 2002

## 2. Name and address of receiving party(ies):

Name: Trademark Management Company

Internal Address:

Street Address: 877 W. Main Street, Suite 604

City: Boise State: ID ZIP: 83702

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-State Delaware  
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or registration number(s):

## A. Trademark Application No.(s)

75/808,361 78/074,430 75/862,707  
75/862,708 76/236,276  
78/076,460 76/236,277

## B. Trademark registration No.(s)

1,658,372 1,892,831 2,087,096  
2,329,583 2,167,487  
2,348,688 2,169,226

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Dean A. Bierkan

Internal Address: H. J. Heinz Company

Law Department

Street Address: P.O. Box 57

City: Pittsburgh State: PA ZIP: 15230-0057

## 6. Total number of applications and registrations involved:

14

## 7. Total fee (37 CFR 3.41):..... \$ 365.00

and any additional fees

☐ Enclosed☒ Authorized to be charged to deposit account

## 8. Deposit account number:

08-1631

(Attach duplicate copy of this page if paying by deposit account)

11/21/2002 GT011 00000055 081631 75808361

01 FE:0521 40.00 CH  
02 FE:0522 325.00 CH

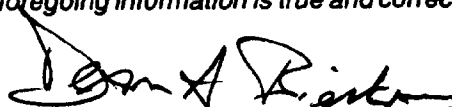
DO NOT USE THIS SPACE

## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Dean A. Bierkan

Name of Person Signing



Signature

November 20, 2002

Date

Total number of pages comprising cover sheet:

1

## ASSIGNMENT

THIS ASSIGNMENT by O.R.A. Corporation, a California corporation, with offices located at 780 Bay Boulevard, Suite 100, Chula Vista, California 91910 (hereinafter "Assignor"), to Trademark Management Company, a Delaware corporation, located at 877 W. Main Street, Suite 604, Boise, Idaho 83702 U.S.A. (hereinafter "Assignee"), is effective as of February 28, 2002.

WHEREAS, Assignor is the owner of certain trademark registrations, which are listed on Schedule A, attached hereto, as well as other unregistered common law trademarks, tradenames, corporate names, logos, trade dress and label designs; and

WHEREAS, Assignor has filed certain applications to register certain trademarks, which are listed in Schedule B, attached hereto, in the United States Patent and Trademark Office, based on Assignor's bona fide intent to use the marks on or in connection with the goods identified in the respective applications; and

WHEREAS, Assignee has acquired that portion of the business of Assignor on or in connection with which Assignor has a bona fide intent to use the marks and applications therefore; and

WHEREAS, Assignee is desirous of acquiring all right, title, and interest in and to the registered trademarks, pending applications, unregistered common law trademarks, tradenames, corporate names, logos, trade dress, and label designs including the goodwill of the business connected with the use thereof and symbolized thereby.

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the registered trademarks and pending applications set forth in Schedules A and B, respectively, and to the unregistered common law trademarks, tradenames, corporate names, logos, trade dress, and label designs utilized with the registered trademarks and pending applications together with any goodwill of the business symbolized thereby.

ASSIGNEE agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title in Assignee and to carry out the intent of this Assignment.

O.R.A. Corporation

By: 

Name: JOHN C. CROWE

Title: Asst. TREASURER

**O.R.A. Corporation**

Owner Trademark Report by Mark  
 Country: US  
 Status: REGISTERED

Printed: 11/19/200

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>DELIMEX</b>							
UNITED STATES	T03533US0	01/22/1990	74/021,232	09/24/1991	1,658,372	REGISTERE	30
<b>DELIMEX (STYLIZED)</b>							
UNITED STATES	T03532US0	05/03/1999	75/696,698	03/14/2000	2,329,583	REGISTERE	30
<b>DELIMEX THIS WAY FOR DELICIOUS MEXICAN FOOD</b>							
UNITED STATES	T03534US0	06/28/1999	75/747,604	05/09/2000	2,348,688	REGISTERE	30
<b>RICE GOURMET</b>							
UNITED STATES	T03535US0	10/19/1992	74/323,273	05/02/1995	1,892,831	REGISTERE	29
UNITED STATES	T03535US1	05/16/1997	75/293,169	06/23/1998	2,167,487	REGISTERE	30
<b>TOASTER BUDDIES</b>							
UNITED STATES	T03539US0	03/03/1997	75/2580,914	06/30/1998	2,169,226	REGISTERE	30
<b>TONIGHT'S IDEA</b>							
UNITED STATES	T03540US0	02/26/1996	75/063,417	08/12/1997	2,087,096	REGISTERE	29,30
END OF REPORT						TOTAL ITEMS SELECTED =	7

**O.R.A. Corporation**

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Status: PENDING

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>AN AMERICAN SPIN ON A MEXICAN CLASSIC</b>							
UNITED STATES	T03750US00	09/27/1999	75/808,361			ALLOWED	30
<b>APPETILLAS</b>							
UNITED STATES	T03531US0	12/03/1999	75/862,708			ALLOWED	30
<b>BREAKFAST BITES</b>							
UNITED STATES	T03623US0	07/30/2001	78/076,460			PENDING	30
<b>QUESADILLA BITES</b>							
UNITED STATES	T03625US0	07/18/2001	78/074,430			PENDING	30
<b>TACO BITES</b>							
UNITED STATES	T03537US0	04/06/2001	76/236,276			PENDING	30
<b>TAQUITO BITES</b>							
UNITED STATES	T03538US0	04/06/2001	76/236,277			PENDING	30
<b>WRAPADILLAS</b>							
UNITED STATES	T03541US0	12/03/1999	75/862,707			ALLOWED	30
END OF REPORT						TOTAL ITEMS SELECTED =	7